

## ORDER

Orders	Order / Rev:	104463	Primary AE:	Amy McCreary
	Alt Order #:	06832858	Sales Office:	BLPHI
	Product Desc:	DSCC IE	Sales Region:	National
	Estimate:	1407		
	Flight Dates:	10/23/12 - 10/29/12		
	Original Date / Rev:	07/18/12 / 11/06/12		
	Order Type:	GENERAL		
Agency	Name:	Great American Media		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		1010 Wisconsin Ave. NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Democratic Senatorial Campaign Corr	<i>Revised</i>	
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLI2,PLI1	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PISSED, GEN	Agency External ID:	



KSJV

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	111	\$92,350.00	\$78,497.50
10/29/12	10/29/12	20	\$12,825.00	\$10,901.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	111	\$92,350.00	\$78,497.50	0.00
November 2012	20	\$12,825.00	\$10,901.25	0.00
Totals	131	\$105,175.00	\$89,398.75	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	14%	\$105,175.00
Market	100%	\$751,250.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	29%	\$217,862.50
KLVX	0%	\$0.00
KSNV	0%	\$0.00
KTNV	18%	\$135,225.00
KTUD	1%	\$7,512.50
KVVU	17%	\$127,712.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	21%	\$157,762.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/23/12	10/26/12	M-F 5-6a WakeUp w/WaQM	5-6a		-TWTF--	:30	4	\$450.001	0.00	NM	4	\$1,800.00	

NWES

Start Date End Date Weekdays Spots/Week Rate Rating

Order / Rev: 104463  
 Alt Order #: 06832858  
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Democratic Senatorial Campaign Comm  
 Product Desc: DSCC IE  
 Estimate: 1407

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/23/12	10/26/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	-TWTF--	:30	4	\$450.00	1	0.00	NM	4	\$1,800.00
NWES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 -TWTF-- 4 \$450.00 0.00															
E 2	KSNV	10/29/12	10/29/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
NWES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 M----- 1 \$450.00 0.00															
E 3	KSNV	10/23/12	10/28/12	Wake Up Early w/ Wagners	CM	430a-5a	-TWT--S	:30	4	\$200.00	1	0.00	NM	4	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 -TWT--S 4 \$200.00 0.00															
E 4	KSNV	10/23/12	10/26/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	-TWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 -TWTF-- 4 \$700.00 0.00															
E 5	KSNV	10/29/12	10/29/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 M----- 1 \$700.00 0.00															
E 6	KSNV	10/29/12	10/29/12	Today Show	CM	658a-9am	M-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12 11/04/12 M----- 1 \$900.00 0.00															
E 7	KSNV	10/23/12	10/26/12	Today Show	CM	658a-9am	-TWTF--	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 -TWTF-- 4 \$900.00 0.00															
E 8	KSNV	10/27/12	10/27/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 -----S- 1 \$375.00 0.00															
E 9	KSNV	10/27/12	10/27/12	Saturday Today	CM	7a-9am	-----S-	:30	2	\$625.00	1	0.00	NM	2	\$1,250.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 -----S- 2 \$625.00 0.00															
E 10	KSNV	10/28/12	10/28/12	News 3 Sunrise - SUNDAY	CM	6a-7a	-----S	:30	1	\$375.00	1	0.00	NM	1	\$375.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 -----S 1 \$375.00 0.00															
E 11	KSNV	10/28/12	10/28/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$750.00	1	0.00	NM	1	\$750.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 -----S 1 \$750.00 0.00															
E 12	KSNV	10/28/12	10/28/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
MTP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 -----S 1 \$3,000.00 0.00															
E 13	KSNV	10/28/12	10/28/12		CM	9a-930am	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00

Order / Rev: 104463  
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Flight Dates: 10/23/12 - 10/29/12

Advertiser: Democratic Senatorial Campaign Comm  
Product Desc: DSCC IE  
Estimate: 1407

KSNV

Order / Rev:	104463
Alt Order #:	06832858
Flight Dates:	10/23/12 - 10/29/12

Advertiser: Democratic Senatorial Campaign Comm  
Product Desc: DSCC IE  
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KSJV

Order / Rev: 104463  
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Advertiser: Democratic Senatorial Campaign Comm  
Product Desc: DSCC IE  
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Order / Rev: 104463 Advertiser: Democratic Senatorial Campaign Comm  
 Alt Order #: 06832858 Product Desc: DSCC IE KSNV  
 Flight Dates: 10/23/12 - 10/29/12 Estimate: 1407

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 48	KSNV	10/28/12	10/28/12	LAW & ORDER (synd) CM		SU 10-11P	-----S	:30	1	\$1,200.00	1	0.00	NM	1 \$1,200.00
<b>L&amp;O</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/22/12 10/28/12 -----S 1 \$1,200.00 0.00														
E 49	KSNV	10/29/12	10/29/12	M-F News 3 at Eleven CM		11pm-1135pm	M-----	:30	1	\$1,200.00	1	0.00	NM	1 \$1,200.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/29/12 11/04/12 M----- 1 \$1,200.00 0.00														
E 50	KSNV	10/23/12	10/26/12	M-F News 3 at Eleven CM		11pm-1135pm	-TWTF--	:30	4	\$1,200.00	1	0.00	NM	4 \$4,800.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/22/12 10/28/12 -TWTF-- 4 \$1,200.00 0.00														
E 51	KSNV	10/27/12	10/27/12	Sa-Su News 3 at Eleven CM		11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1 \$1,100.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/22/12 10/28/12 -----S- 1 \$1,100.00 0.00														
E 52	KSNV	10/28/12	10/28/12	Sa-Su News 3 at Eleven CM		11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1 \$1,100.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/22/12 10/28/12 -----S 1 \$1,100.00 0.00														
E 53	KSNV	10/23/12	10/26/12	The Tonight Show CM		1135p-1237a	-TWTF--	:30	4	\$500.00	1	0.00	NM	4 \$2,000.00
<b>TON SHOW</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/22/12 10/28/12 -TWTF-- 4 \$500.00 0.00														
E 54	KSNV	10/29/12	10/29/12	The Tonight Show CM		1135p-1237a	M-----	:30	1	\$500.00	1	0.00	NM	1 \$500.00
<b>TON SHOW</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/29/12 11/04/12 M----- 1 \$500.00 0.00														
E 55	KSNV	10/29/12	10/29/12	Late Night w/Fallon CM		1237a-136am	M-----	:30	1	\$250.00	1	0.00	NM	1 \$250.00
<b>FALLON</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/29/12 11/04/12 M----- 1 \$250.00 0.00														
E 56	KSNV	10/23/12	10/26/12	Late Night w/Fallon CM		1237a-136am	-TWTF--	:30	4	\$250.00	1	0.00	NM	4 \$1,000.00
<b>FALLON</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/22/12 10/28/12 -TWTF-- 4 \$250.00 0.00														
E 57	KSNV	10/23/12	10/26/12	Last Call w/Carson Daly CM		136-205am	-TWTF--	:30	3	\$175.00	1	0.00	NM	3 \$525.00
<b>CARSON</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/22/12 10/28/12 -TWTF-- 3 \$175.00 0.00														
E 58	KSNV	10/29/12	10/29/12	Last Call w/Carson Daly CM		136-205am	M-----	:30	1	\$175.00	1	0.00	NM	1 \$175.00
<b>CARSON</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/29/12 11/04/12 M----- 1 \$175.00 0.00														
E 59	KSNV	10/27/12	10/27/12	Saturday Night Live CM		1130pm-1:02am	-----S-	:30	2	\$1,400.00	1	0.00	NM	2 \$2,800.00
<b>SNL</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/22/12 10/28/12 -----S- 2 \$1,400.00 0.00														
E 60	KSNV	10/28/12	10/28/12	CM		Sun 1135p-1200a	-----S	:30	1	\$400.00	1	0.00	NM	1 \$400.00

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Product Desc: DSCC IE  
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KSJV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sports Night in Las Vegas											
				Sports Night in Las Vegas											
				SPOTS NIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-----S		1			\$400.00		0.00				
N 61	KSNV	10/23/12	10/26/12	M-F 6-7a WakeUp w/WagM		6-7a			-TWTF--		:30	1	\$2,000.00	1	\$2,000.00
				M-F 6-7a WakeUp w/Wagners											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-TWTF--		1			\$2,000.00		0.00				
N 62	KSNV	10/23/12	10/26/12	M-F 5-6a WakeUp w/WagM		5-6a			-TWTF--		:30	1	\$1,200.00	1	\$1,200.00
				M-F 5-6a WakeUp w/Wagners											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-TWTF--		1			\$1,200.00		0.00				
												Totals	131	\$105,175.00	